

## AMENDMENTS TO THE CLAIMS:

1. (currently amended) A method of advertising, comprising the steps of:

providing a shipping packaging container product having an outer surface and an inner surface;

providing on a first determined area of said outer surface of said shipping/packaging container product a first advertisement of a first party owning said shipping/packaging container product; and

providing on a second predetermined area of said outer surface of said shipping/packaging container product a second advertisement of a second party separate and distinct from said first party; and

wherein neither said first party nor said second party is a service for transporting said container.

2. (original) The method according to claim 1, wherein:

said second advertisement is provided on said second predetermined area of said shipping/packaging container product which would otherwise be a blank area or void of any printed detail.

3. (original) The method according to claim 1, wherein:

said second predetermined area is allotted by said first party.

4. (original) The method according to claim 2, wherein:  
said second predetermined area is allotted by said first party.

5. (original) The method according to claim 1, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on  
said shipping/packaging container product.

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6. (original) The method according to claim 2, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on  
said shipping/packaging container product.

7. (original) The method according to claim 3, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on  
said shipping/packaging container product.

8. (original) The method according to claim 4, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on  
said shipping/packaging container product.

9. (original) The method according to claim 1, wherein:

said second party is not affiliated in any way with said first party.

10. (original) The method according to claim 8, wherein:

said second party is not affiliated in any way with said first party.

11. (currently amended) A shipping/packaging container product, comprising:

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a shipping/packaging container body structure having an outer surface and an inner surface;

a first predetermined area on of said outer surface of said shipping/packaging container body structure having within said first predetermined area a first advertisement of a first party owning said shipping/packaging container; and

a second predetermined area on of said outer surface of said shipping/packaging container body structure having within said second predetermined area a second advertisement of a second party separate and distinct from said first party; and

wherein neither said first party nor said second party is a service for transporting said container.

12. (original) The shipping/packaging container product according to claim 11, wherein:  
said second advertisement is disposed on said second predetermined area of said shipping/packaging container product which would otherwise be a blank area or void of any printed detail

13. (original) The shipping/packaging container product according to claim 11, wherein:  
said second predetermined area is allotted by said first party.

14. (original) The shipping/packaging container product according to claim 12, wherein:  
said second predetermined area is allotted by said first party.

15. (original) The shipping/packaging container product according to claim 11, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on said shipping/packaging container product.

16. (original) The shipping/ packaging container product according to claim 12, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on said shipping/packaging container product.

17. (original) The shipping/packaging container product according to claim 13, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on  
said shipping/packaging container product.

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18. (original) The shipping/packaging container product according to claim 14, wherein:  
said second advertisement is provided by said second party to said first party; and  
said first party determines said second predetermined area for said second advertisement on  
said shipping/packaging container product.

19. (original) The shipping/packaging container product according to claim 11, wherein:  
said second party is not affiliated in any way with said first party.

20. (original) The shipping/packaging container product according to claim 18, wherein:  
said second party is not affiliated in any way with said first party.